

SENATE JOINT RESOLUTION 398

By Southerland

A RESOLUTION to recognize Bob R. Southerland on the occasion of his retirement.

WHEREAS, it is fitting that the members of this General Assembly should pause to specially recognize, particularly on the occasion of their retirement, those estimable citizens who have distinguished themselves as community leaders of whom we can all be proud; and

WHEREAS, one such outstanding individual is Bob R. Southerland, who has served with distinction throughout his fifty-three year tenure with K-VA-T Food Stores, Inc., and who is retiring from his current position as Vice President for Community and Governmental Affairs; and

WHEREAS, beginning his career in the grocery business at a young age, Mr. Southerland's first job was bagging groceries for a grocery store in Morristown; and

WHEREAS, understanding the value of education, he attended Carson Newman College and East Tennessee State University; and

WHEREAS, moving to Greeneville in 1962, Mr. Southerland notably served as a one-man advertising department for Super Dollar Markets, a division of Quality Foods, Inc., developing several creative and cutting-edge advertising strategies; and

WHEREAS, in 1972, in an effort to give Super Dollar Markets a new identity, Mr. Southerland played an instrumental role in developing and creating a new division of Quality Foods, Inc., named Food City; and

WHEREAS, his advertising abilities and creative talents were called upon in the design of the highly recognizable Food City logo that is still in prominent use today; and

WHEREAS, recognizing his singular skills, he was named as the Vice President of Marketing and Advertising after Quality Foods, Inc., was acquired by K-VA-T Foods Stores, Inc. in 1984; and

WHEREAS, serving as Vice President of Marketing and Advertising with the greatest probity and integrity, Mr. Southerland earned the admiration and respect of his peers and colleagues alike for his hard work and dedication; and

WHEREAS, no stranger to honors and accolades, Mr. Southerland garnered numerous advertising awards and was named Outstanding Young Man of America in 1974, and Exchangite of the Year in 1976; and

WHEREAS, his ability, leadership, and expertise were again called upon when K-VA-T promoted him to Vice President for Community and Governmental Affairs; in this current position, he has worked closely with area government officials, federal legislators in Washington, D.C., local chambers of commerce, and various community leaders on matters and issues that directly affect the grocery industry; and

WHEREAS, deeply involved in his community, Mr. Southerland is currently affiliated with a number of educational and civic organizations including, the East Tennessee State University Foundation, the Laughlin Hospital Foundation Board of Trustees, the Link Hills Country Club, the Greeneville Exchange Club, and the YMCA; and

WHEREAS, he also committed his energy and leadership to several community organizations, serving as a board member of the Greeneville Parks and Recreation Board, a board member of the Greeneville-Greene County Vocational School, an executive board member of the Appalachia Chapter March of Dimes, a member of the board of directors of the Greeneville Chamber of Commerce, a member and vice chairman of the Greeneville City Board of Education, a member of the All-Tennessee School Board, a member of the Tennessee Grocer's Education Foundation Board, and as a member of the board of directors for Quality Foods, Inc.; and

WHEREAS, Mr. Southerland epitomizes the ideal of the consummate professional and public servant, and embodies the best of his community; and

WHEREAS, his many professional accomplishments aside, he is most appreciative of the love and companionship he has shared with his wife, Sue Southerland, their two daughters, Wendy Manalac and Suzanne Fisher, and their four grandchildren; and

WHEREAS, Mr. Southerland is an active and devout member of Asbury United Methodist Church; and

WHEREAS, throughout his estimable career, Bob R. Southerland has demonstrated the utmost professionalism, ability, and integrity, winning the unbridled respect and admiration of his family, colleagues, and community alike; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED SIXTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we extend to Bob R. Southerland our heartfelt wishes for a happy and fulfilling retirement and every continued success in his future endeavors.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.